

Appraisal of Social Media Usage and Cyber Misdemeanor in Nigeria's 2015 General Elections

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Abstract This is a study of cyber misdemeanors that occurred through the usage of social media channels during the recent 2015 presidential election in Nigeria. The study focuses on the increased popularity of social media in Nigerian communication system. The social media identified for usage during the electioneering period include the facebook, 2go, and yahoo messenger, BBM, Netlog, Badoo, Eskimo, Twitter, LinkedIn and Nimbus, among others. The researcher opines that facebook is the most significant among the social networks that were used in the process of relaying votes that were cast. He also avers that myriads of companies have been using social media as part of their marketing tools to promote their products and services. It is concluded that Nigeria is one of the countries in the world with the highest numbers of cyber crime activities owing to large population and the level of internet compliance in the country. It is recommended that "there should be massive awareness creation and sensitization of the whole populace on cyber space and the dangers inherent in it".

Key words: Social media, Presidential election, Communication system, Social network, Marketing tools